



# FALL MANAGEMENT CONFERENCE

SEPTEMBER 21-23, 2011

THE RITZ-CARLTON BEACH RESORT  
NAPLES, FLORIDA

RITZ-CARLTON ROOM RATE:  
JUST \$179 PER NIGHT!

## FCCFA MEMBER SPECIAL:

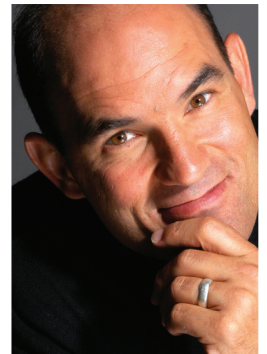
Attend the Wednesday night reception, Thursday keynote speaker presentation and breakout sessions, and the Thursday night reception for **just \$550!**

### KEYNOTE SPEAKER

One of the top subjects being taught in executive training today is emotional intelligence. Your emotional quotient, or EQ, is your ability to perceive, assess and manage emotions—both your own and others'. You and your staff work with people at one of the most difficult and emotional times of their lives. Developing your EQ improves your ability to lead, to engage and develop your staff and to better serve families. Dr. J.P. Pawliw-Fry will present the **opening keynote address** followed by an **interactive two-hour workshop** on how to develop your EQ and leverage it to become a more effective leader.

Dr. J.P.  
Pawliw-Fry

What's  
Your  
EQ?



### THREE

### "CAFE COLLECTIVE" BREAKOUT SESSIONS

Nowhere else will you have the opportunity to interact with such an experienced, knowledgeable and successful group of peers than at the ICCFA Fall Management Conference. We'll take advantage of this considerable brain trust by breaking into smaller groups for a set of three breakout sessions:

**Marketing to Baby Boomers**—Moderator Larry Merington, senior vice president of sales and marketing for Stewart Enterprises. What is the best way to reach and engage the baby boomer generation? What are you doing to attract them, meet their needs and desires and encourage loyalty among them?

**The Cremation Value Proposition**—Moderator Julie Burn, CCE, CSE, ICCFA director of cremation services. How do you convey the value proposition of cremation both to staff and families as it relates to memorial services, personalization, alternative disposition, permanent placement and memorialization?

**Leadership in Times of Change**—Moderator Vinnie Faccinto, CCFE, owner, Signature Services, Cookeville, Tennessee. How do you leverage your leadership style, communicate with staff, develop your organizational culture, ensure accountability?

Or register for the full conference and stay for Friday's

GOVERNMENT & LEGAL AFFAIRS

BREAKFAST ON FEDERAL AND STATE

ISSUES MOST AFFECTING YOUR BUSINESS

AND THE

FALL MANAGEMENT GOLF TOURNAMENT

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